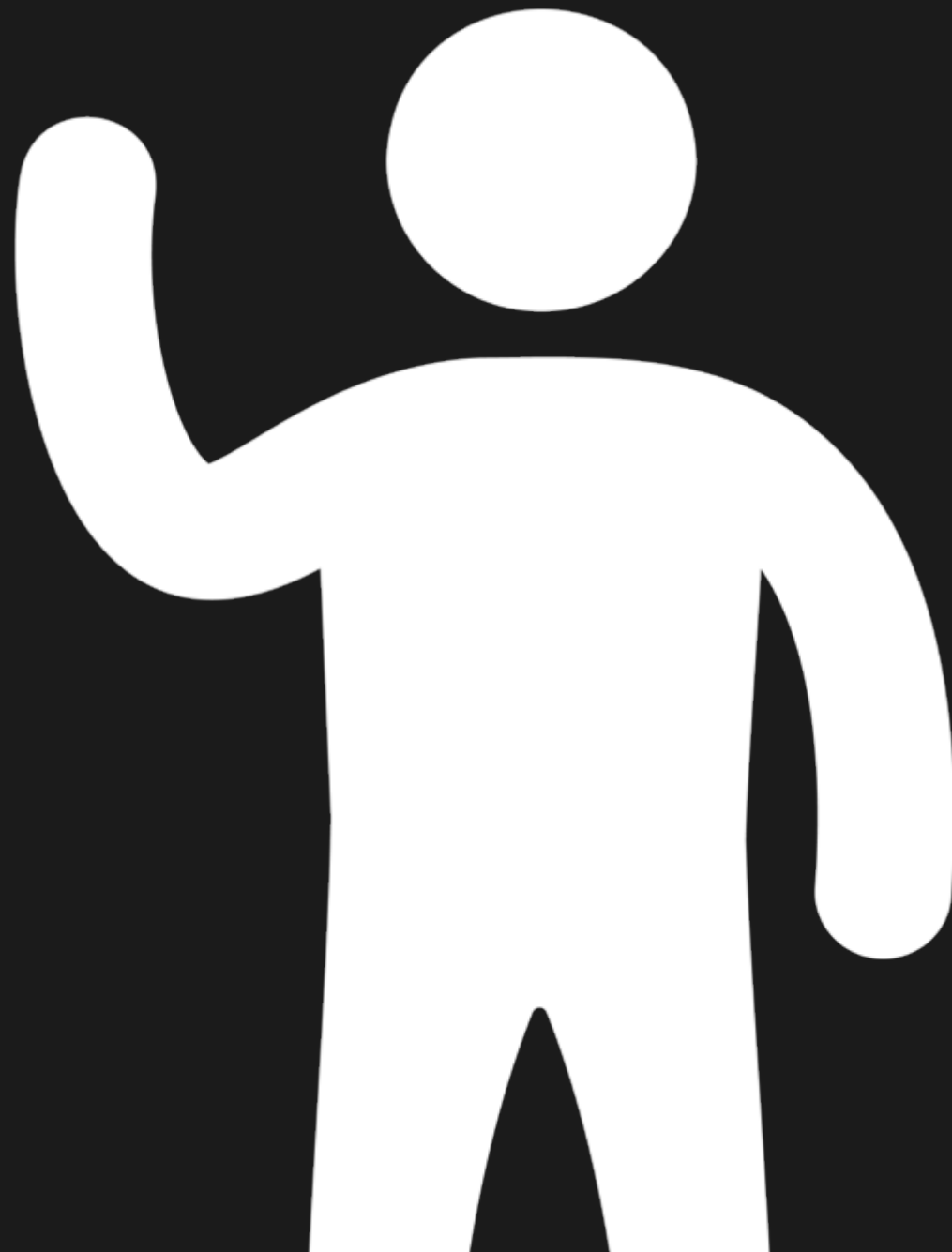




**PROSTATE  
CANCER UK**

# **BUILDING TRUST IN THE BLACK COMMUNITY**

Keith Morgan, Associate Director of Black Health Equity



## DUTCH PROVERB:

'Trust arrives on foot and  
leaves on horseback'



# HEALTH INEQUALITIES



64% of Black people do not believe that their health is as protected by the NHS compared with white people's (Clear View Research, September 2020)

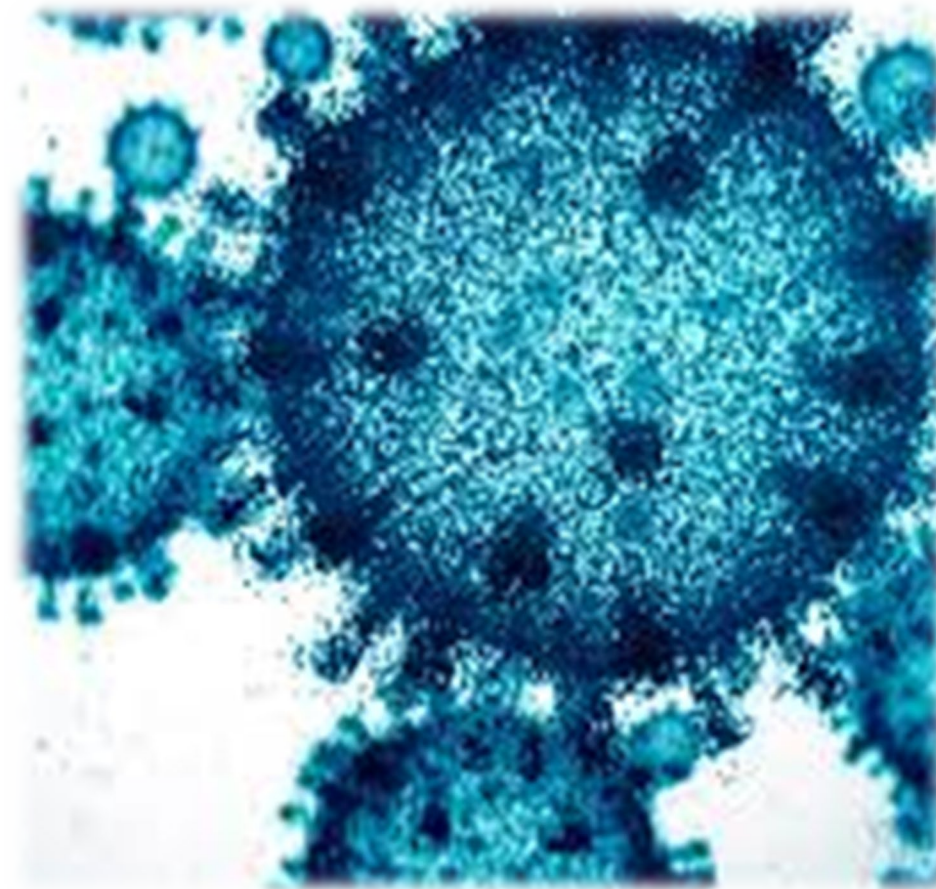
- ☐ People from some ethnic minority groups are more likely to report being in poorer health
- ☐ People from some ethnic minority groups are more likely to report poorer experiences of using health services than their white counterparts
- ☐ Ethnic minority groups are disproportionately affected by deprivation, a key determinant of health status in all communities (The King's Fund, May 2023).





# COVID-19 PANDEMIC: DISPROPORTIONALITY IN CRITICALLY ILL AND DEATHS

- ❑ Ethnic minority backgrounds accounted for 34 per cent of critically ill Covid-19 patients and a similar percentage of all Covid-19 cases.
- ❑ 119 NHS staff known to have died in the pandemic, 64 per cent were from an ethnic minority background
- ❑ Structural barriers and systemic discrimination faced by people from ethnic minority backgrounds (The King's Fund, September 2023).





# DISPARITY IN PROSTATE CANCER DIAGNOSIS AND TREATMENT

- ❑ National Prostate Cancer Audit 'State of the Nation' report
- ❑ Black men are diagnosed at later stages (stages 3 and 4) more often than white men.
- ❑ Black men are also 14% less likely to receive NICE approved treatments



# REBUILDING TRUST

## SHAKIRA NANDINI, BROKEN VASES (2015)

'Just like a broken vase, trust may be repaired, but it will never regain its original state.'







# EXAMPLES OF COLLABORATIVE APPROACHES TO REBUILDING TRUST

Improving engagement, support, and awareness of prostate cancer in the black community

West Midlands Cancer Alliance  
Health Inequalities Working group meeting  
11<sup>th</sup> Feb 2025

Zara Gross, SELCA Senior Programme manager - Early Diagnosis  
Jannike Nordlund, SELCA Senior Programme manager - Patient Experience, Involvement, Inequalities



PROSTATE CANCER.

**GET CHECKED AND TAKE CHARGE OF YOUR HEALTH.**

**Wayne**  
Completed prostate cancer treatment  
Photographer, illustrator, percussionist  
and author  
Greenwich

PROSTATE & BREAST CANCER.

**ACCESS TO HEALTH TESTS AND SCREENINGS IS A BLESSING SO USE IT.**

**Pastor Cleveland**  
Minister of Peace Church, Lewisham

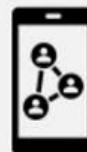




# Results on a page



Onboarded 16 trusted voices to support the campaign, community advocates, case studies and cancer awareness campaigners, as well as healthcare professionals.



Combined reach of 562k+ which equates to 100% of our target audience via our paid social media campaign. Achieved 3.85 average frequency, outperformed NHS campaigns on cost per engagement.



Launch event at Morley's department store in the heart of Brixton, occupying prime spot on ground floor, hosted an engaging panel discussion with approx 80 people and distributed over 700 care cards.



Delivered 7 radio partnerships with reach of 255k

- 798 ads/spots aired
- 280 presenter live reads aired
- 6 radio interviews, aired 7 times, average duration of interviews 20 minutes.



Four Health secured out of home advertising on 48 sheet billboards across 8 sites and 6 sheet ad on 27 display boards across our 4 local authorities.



90% take up of campaign assets in over 600 community spaces across Lambeth. Over 1k conversations, 6k+ care cards distributed. 147 surveys completed providing strong campaign outtakes stats.





# RISK AWARENESS COMMUNITY EVENTS

'If we want to deliver a more equitable future in prostate cancer care, we need to focus on what we know works well: understanding social motivations and behaviour through community engagement.'

Prof Frank Chinegwundoh







# RISK AWARENESS PRESENTATION



We have taken the standard 1 in 8 awareness presentation and adapted it to be more relevant to Black men to empower them to make informed choice about their prostate cancer risk.





# RESTLESS FOR CHANGE



Three things you can do now:



1. Speak to Black men about their increased risk or get them to complete our risk checker
2. Consider your specific treatment offer to Black men
3. Support our campaign to get NHS guidelines changed.



# THANK YOU

<https://prostatecanceruk.org/risk-checker>